

H. 화학산업과 e-Commerce

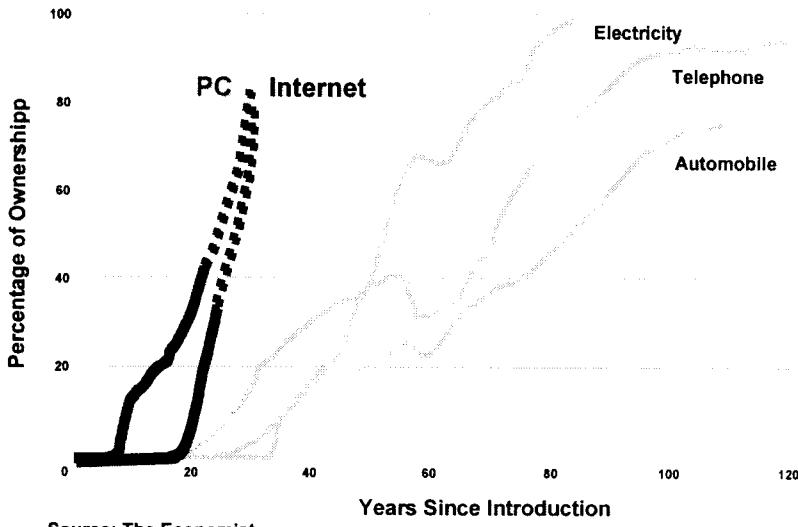
(주)マイクロソフト

김 은 호

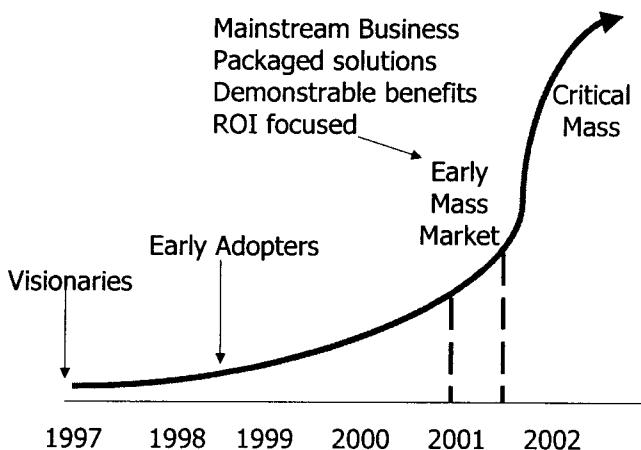
1. e-Commerce General Overview

1.1 e-Commerce 동향

The Internet As A Catalyst



E-Commerce Technology Adoption Curve



기업의 변화 - Old world & New world

전체 경제에서의 가치의 이전 - 1998

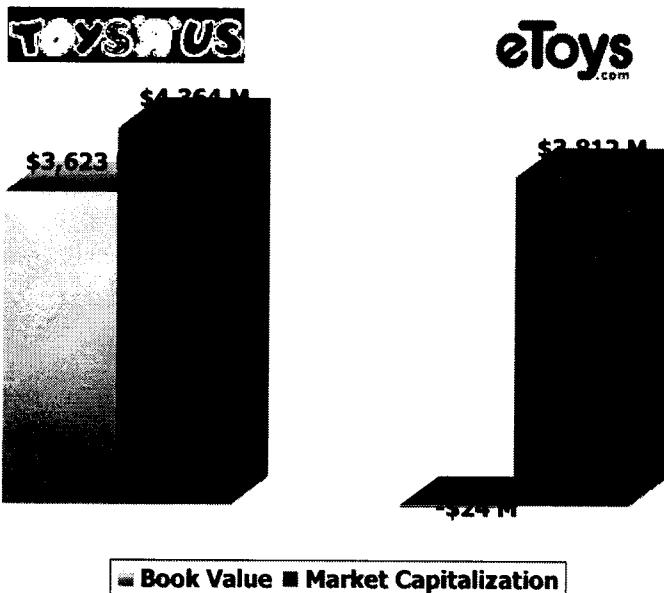
Company Name	Sales (\$Mil)	Market Cap (\$Mil)	Number of Employees
Old Economy			
General Motors Corp.	161,315.0	58,699.1	594,000
Sears, Roebuck & Co.	41,322.0	17,160.7	324,000
Merrill Lynch & Co.	35,853.0	32,652.7	63,800
New York Times Co.	2,936.7	5,377.5	13,200
Barnes & Noble, Inc.	2,796.9	2,273.2	14,500
New Economy			
America Online Inc.	2,600.0	111,375.6	8,500
Amazon.com, Inc.	610.0	21,758.2	2,100
E*TRADE Group, Inc.	245.3	6,957.3	833
Yahoo! Inc.	203.3	34,086.9	803
eBay Inc.	47.4	19,296.5	160

Sources: Bloomberg, VentureSource, company financial reports

Market Cap. Ranking: US

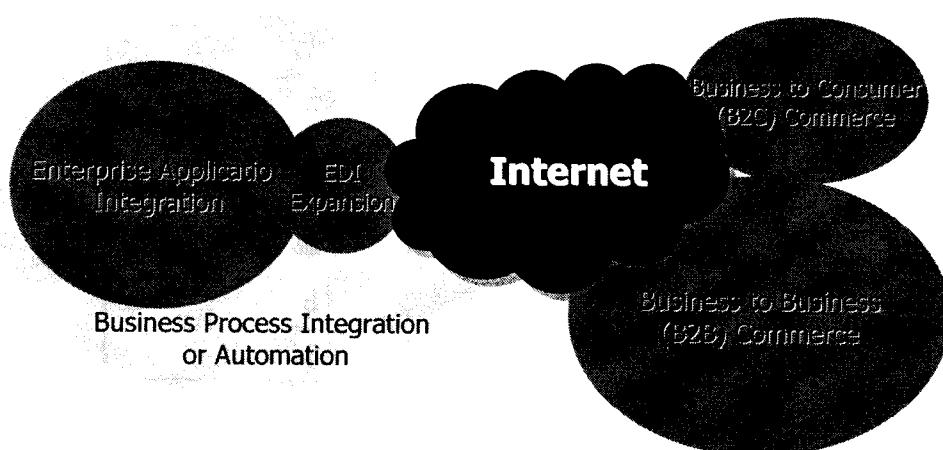
(Smillions)					
1992	1993	1994	1995	1996	1997
1 EXXON	60,965	78,557	91,027	1 GENERAL ELECTRIC	15,492
2 PHILIP MORRIS	58,770	73,355	81,041	2 EXXON	62,735
3 GENERAL ELECTRIC	61,970	73,710	84,007	3 AT & T	51,104
4 MERCK	57,977	64,028	74,150	4 COCA-COLA	71,931
5 COCA-COLA	52,411	55,962	65,516	5 WAL-MART STORES	58,892
6 INTL BUSINESS MACHINES	49,322	56,901	63,871	6 PHILIP MORRIS	55,619
7 BRISTOL MYERS SQUBB	41,412	33,101	46,845	7 INTEC	51,167
8 PROCTER & GAMBLE	54,513	48,180	51,572	8 E.I. DU PONT DE NEMOURS	49,476
9 JOHNSON & JOHNSON	32,029	9 E. L. DU PONT DE NEMOURS	51,597	9 FORD MOTOR	49,296
10 E. L. DUPONT DE NEMOURS	29,569	10 BRISTOL MYERS SQUBB	29,395	10 MOBIL	31,555
11 ABBOTT LABORATORIES	26,402	11 GENERAL MOTORS	27,556	11 IBM	30,625
12 PEPSICO	25,078	12 MOBIL	27,020	12 JOHNSON & JOHNSON	33,236
13 PETER	23,941	13 AMOCO	26,387	13 MOTOROLA	30,183
14 AMERICAN HOME PRODUCTS	23,828	14 JOHNSON & JOHNSON	26,452	14 INTEL	29,103
15 MOBIL	23,699	15 CHEVRON	25,160	15 CHEVRON	28,446
16 GENERAL MOTORS	22,856	16 INTEL	24,922	16 BRISTOL MYERS SQUBB	27,707
17 AMCO	21,775	17 FORD MOTOR	24,050	17 AMOCO	26,123
18 CHEVRON	21,367	18 MINNESOTA MINING & MFG	22,417	18 JOHNSON & JOHNSON	25,558
19 ELLI LY	21,105	19 ABBOTT LABORATORIES	21,301	19 HEWLETT-PACKARD	22,520
20 MINNESOTA MINING & MFG	19,375	20 AMERICAN HOME PRODUCTS	19,393	20 MOTOROLA	22,172
				20 AMOCO	21,583
1996	1997	1998	1999	2000	2001
1 GENERAL ELECTRIC	105,523	1 GENERAL ELECTRIC	169,147	1 Microsoft Corporation	483,27
2 COCA-COLA	101,290	2 COCA-COLA	169,046	2 General Electric	382,60
3 AT & T	98,122	3 EXXON	158,862	3 International Business	234,11
4 EXXON	98,093	4 MICROSOFT	119,112	4 Intel Corporation	217,63
5 PHILIP MORRIS	79,613	5 INTEL	113,195	5 Nippon Telegraph and	206,45
6 MERCK	78,495	6 MERCK	106,573	6 Cisco Systems, Inc.	203,28
7 INTL BUSINESS MACHINES	58,257	7 PHILIP MORRIS	104,591	7 Wal-Mart Stores, Inc.	202,20
8 JOHNSON & JOHNSON	62,629	8 PROCTER & GAMBLE	85,443	8 Lyco Corporation	189,88
9 MICROSOFT	60,811	9 JOHNSON & JOHNSON	77,073	9 Lucent Technologies	187,40
10 PROCTER & GAMBLE	57,068	10 INTL BUSINESS MACHINES	74,323	10 BP Amoco plc	183,97
11 WAL-MART STORES	54,495	11 WAL-MART STORES	65,948	11 Alsté Corp.	177,35
12 HEWLETT-PACKARD	50,592	12 E. L. DU PONT DE NEMOURS	67,294	12 MCI WorldCom, Inc.	165,71
13 PEPSICO	49,147	13 BRISTOL MYERS SQUBB	62,343	13 Merck & Co., Inc.	162,14
14 INTEL	48,346	14 PEZER	56,742	14 INTL BUSINESS MACHINES	160,72
15 WALT DISNEY	47,167	15 AMERICAN INTL GROUP	58,613	15 The Coca-Cola	154,65
16 E. L. DUPONT DE NEMOURS	46,120	16 AT & T	76,322	16 BEPSHIRE HATHAWAY	147,34
17 MOBIL	44,192	17 CITICORP	53,675	17 Bristol-Myers Squibb	139,25
18 BERKSHIRE HATHAWAY	43,680	18 HEWLETT-PACKARD	53,302	18 Pfizer Inc.	138,66
19 AMERICAN INTL GROUP	43,684	19 MOBIL	51,412	19 Royal Dutch Petroleum	134,42
20 BRISTOL MYERS SQUBB	42,530	20 WALT DISNEY	50,461	20 Johnson & Johnson	131,07

Ideas Have Value



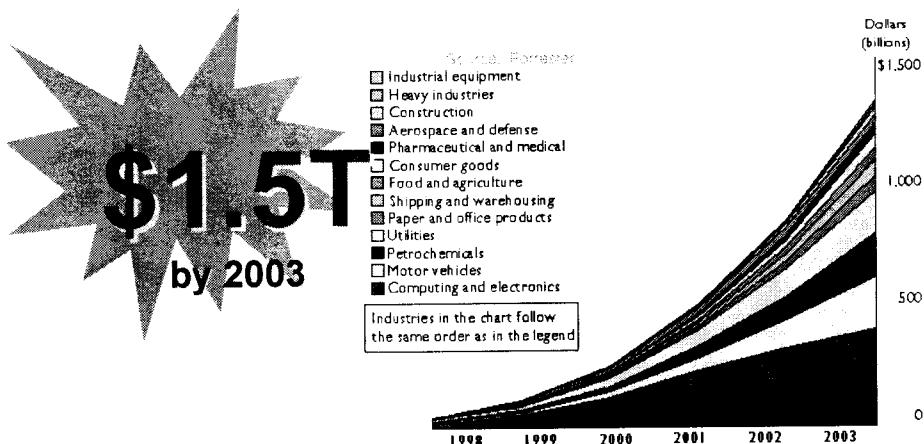
Internet Changes & Business Drivers

*Market developments driving, and being driven by,
changes in Internet technologies*



B2B E-Commerce

- More than just buying and selling
- Deeper relationships with partners
- The “fulfillment engine” behind B2C

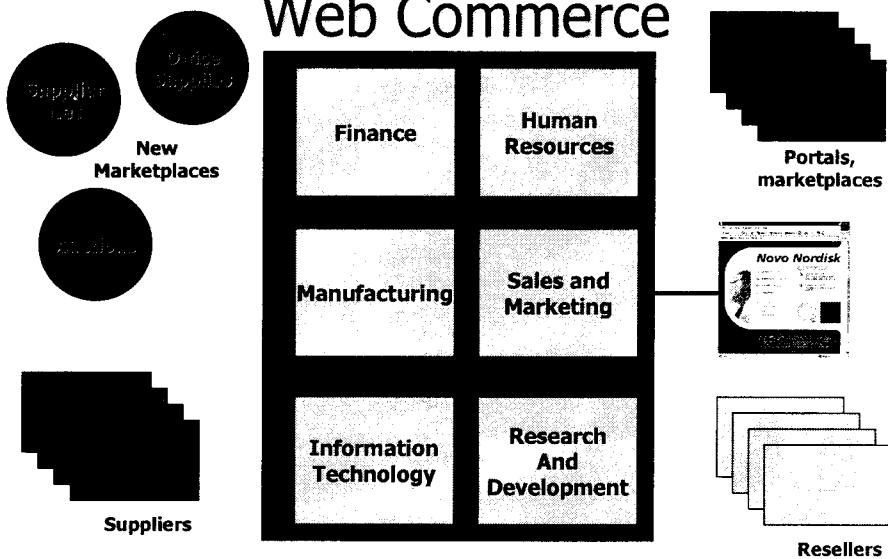


E-Commerce Data and Projections

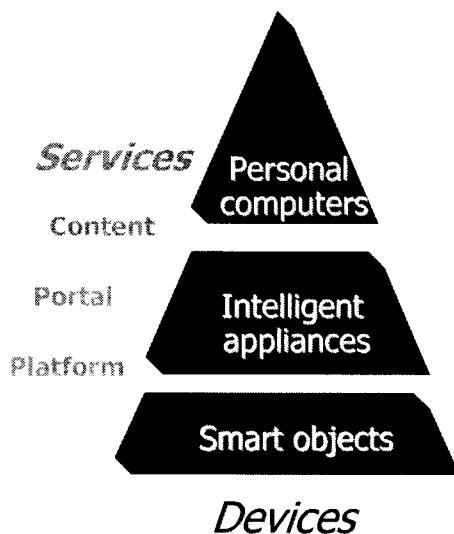
	1999	2003
Population	59.7 억	63억
Web Users	1.30 억	3.50 억
URLS	7백5십만	77억
US Mix	50%	33%
Under 18	13.5%	22.3%
Web Rev.	\$980억	\$1.3조
% buying	26%	40%+
% B2B	72%	87%
Ad Spend	\$33억	\$100.8 억

Source: eGlobal Report – eMarketer – July 1999

Growing Complexity of Web Commerce

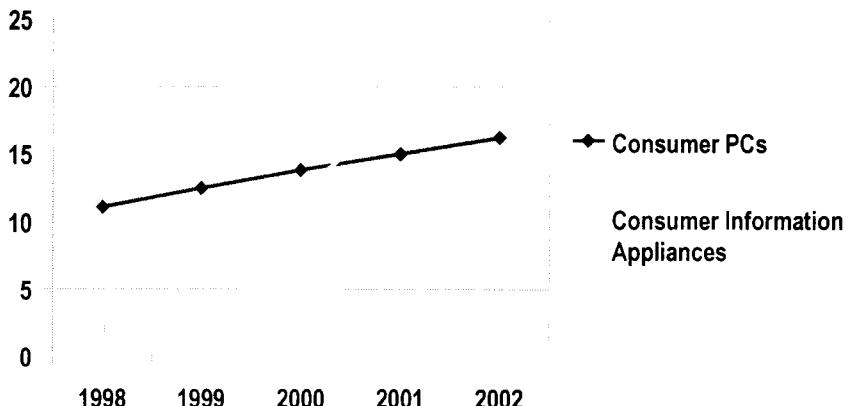


Computing Everywhere



Gradual ... but Unstoppable!

U.S. Shipment of PCs vs. Information Appliances (M)

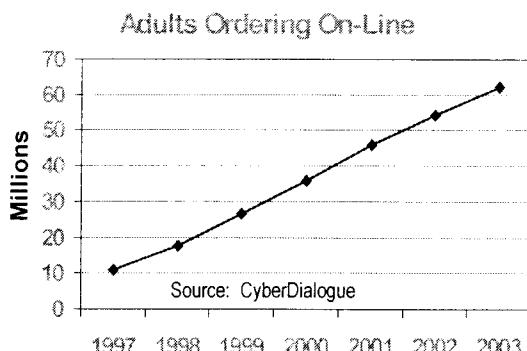


Source: IDC January 1999 Information Appliances vs. PCs Report (Consumer Devices)

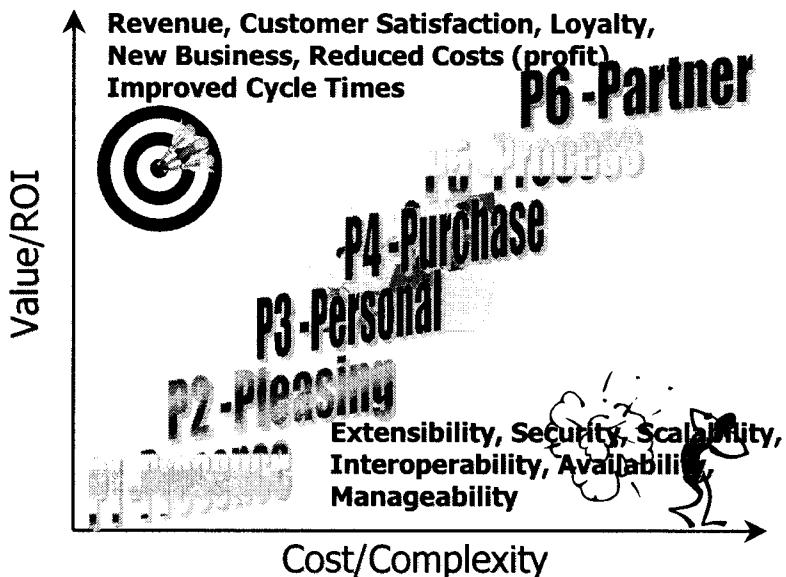
Digital Homes & Consumers

40% of US homes now online

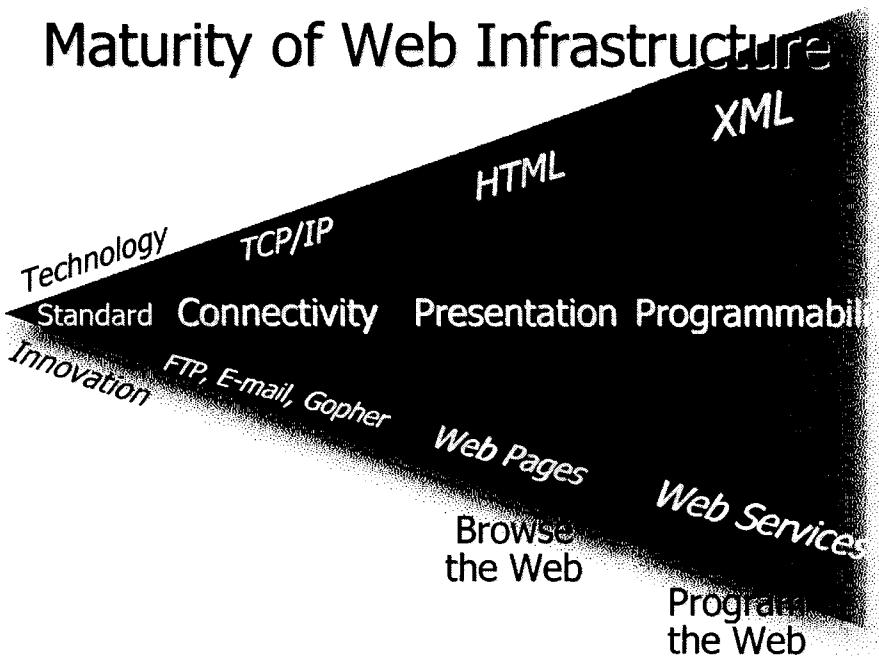
26M homes with broadband by 2003



Internet Site Taxonomy



Maturity of Web Infrastructure



Web technology를 어떻게 사용할까?

- ❖ Reduce costs
- ❖ Provide world class support and services to customers and partners
- ❖ Build flexible commerce applications as quickly as possible
- ❖ Integrate systems with internal applications and platforms
- ❖ Integrate processes within and between organizations
- ❖ Attract new customers and take advantage of new, emerging markets

The Way is Simple



Enterprise E-Commerce Vision

- ◆ Leverage web standards and technology to enrich customer and partner relationships
- ◆ Automate value chain processes using web infrastructure
- ◆ Provide integration and interoperability with existing systems to minimize time to market and maximize ROI
- ◆ Support distributed MegaServices and communities for promotion, trade and collaboration

e-Commerce Solution Requirements

- ◆ Industrial strength, commodity-based platform supporting lights out operations
 - ◆ Scalability
 - ◆ Interoperability
 - ◆ Availability
 - ◆ Manageability
 - ◆ Security
- ◆ Unmatched application, service, and hosting partner offerings
- ◆ Best tools for development of applications and services
- ◆ Reusable, distributed services easily accessible as commerce building blocks

Top E-Tailers – August 1999

- ◆ Of the top 10 Internet retail sites, 6 are built on the Microsoft platform.

Rank	Site	Visitors	Unique Visitors	% of Market
2	buy.com	314,000	2,586,000	12.1%
3	barnesandnoble.com	289,000	3,871,000	7.5%
5	planetrx.com	256,000	1,655,000	15.5%
6	mothernature.com	241,000	1,910,000	12.6%
7	drugstore.com	191,000	1,082,000	17.6%
10	smarterkids.com	93,000	1,734,000	5.4%

Source: internet.com Corp, August 1999

many companies using Internet Tech.



Industrial Strength Platform

Mission critical online applications

- ◆ Online catalog: 8+ million books
- ◆ Online catalog: 1.5+ million items
- ◆ \$ volume: \$30+ million per day
- ◆ \$ volume: \$50M Q1, 12X a retail store
- ◆ Transactions: 100,000+ orders in a day



Industrial Strength Platform

Mission critical online applications

- ◆ Transactions: 24,000+ orders in a day, over 1,000,000 line items total
- ◆ Availability: 99.999+% under load of ~30 million hits per day
- ◆ Growth: From 0 to 5+ billion hits per month in less than one year
- ◆ Growth: Up to 40mil records per hour
- ◆ Users: Tens of thousands of accounts



Scalability



Requirement

- Scale commerce application as traffic increases
- Provide custom pages for different customers
- Streamline, simplify, and reduce cost of support

Solution

- High volume, mission-critical e-commerce with standard software
- Dual 333Mhz Dell PowerEdge Servers, Cisco load balancing

Results

- \$30 million per day web sales and growing
- Service 10,000 custom business pages
- Expose 45,000 support entries for 100,000 customers per week

Availability



Requirement

- Comply with changing SEC oversight regulations
- Monitor up to one billion shares transacted per day in realtime
- 100% availability while market is open

Solution

- Replaced oversight system on Tandem mainframe

Results

- 99.999+% reliability since going live
- Cost effective scalability, tested at four billion shares transacted per day (4 times the requirement)
- 2+ terabyte SQL production database, 6 billion records in base transaction table
- Real-time implementation of new fraud detection rules

Interoperability



Requirement

- Access SAP R/3 on UNIX, and CICS on mainframe
- Provide real time access to legacy data
- Provide scalable, robust, interoperable system

Solution

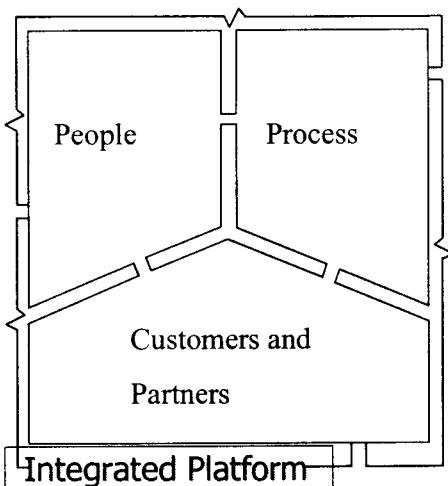
- Custom application to link customers with real-time inventory and order-entry systems

Results

- "Virtual inventory" capability
 - Customer catalogs provide product information via transparent pass-through calls to Merisel
- Automated order creation
- Electronic reseller service to 25,000 resellers

1.2 Microsoft의 e-Commerce 전략

|The|Business Internet



Microsoft E-Commerce Today

- ⇒ 49% market share among commerce server products
- ⇒ 36% commerce sites on NT with IIS
- ⇒ 52% of top 50 commerce sites on NT/IIS
- ⇒ 64% of web-based procurement systems on NT/IIS
- ⇒ 60% of top 10 web retailers on NT/IIS

Microsoft E-Commerce Today

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Windows DNA 2000

Megaservices	Web Service building blocks
Commerce Server	Next-generation e-commerce
BizTalk Server	Business process integration
Host Integration	Works with what you have
AppCenter Server	Server farm management
SQL Server 2000	RDBMS with XML store
Windows 2000	Built-in application services

MSN for the Enterprise

Integrating the Platform with the Portal

- ◆ Develop long-term campaigns that work



#3 in reach as an independent portal, #1 in reach through LinkExchange, reaching over 70% of all Internet users
 Target content by demographics, geography, ZIP code
 112+ unique placements to MSN, digital brochures, sponsorships, network packages
 Search, Content Sponsorships, and Affiliate Programs

- ◆ Private labeling of products and properties



- ◆ Sharing what we learn through reporting and collaboration

One MSN, 3rd Most Popular

No.	Domain	Reach %	Reach (000)
1	YAHOO.COM	51.1	30,674
2	AOL.COM	49.3	29,602
3	MSN.COM	34.2	20,489
4	GEOCITIES.COM	32.7	19,604
5	GO.COM	32.2	19,334
6	NETSCAPE.COM	31.1	18,666
7	EXCITE.COM	26.0	15,621
8	LYCOS.COM	24.0	14,401
9	MICROSOFT.COM	23.8	14,283
10	BLUEMOUNTAINARTS.COM	21.1	12,632
11	ANGELFIRE.COM	19.8	11,895
12	TRIPOD.COM	19.1	11,438
13	HOTMAIL.COM	18.8	11,293
14	ALTAVISTA SEARCH SERVICES*	16.2	9,709
15	XOOM.COM	15.5	9,270

MSNBC, MoneyCentral, HomeAdvisor, Expedia,



Source: Media Metrix 2/99

MSN Category Leadership



Hotmail - #1 with more than 35 million registered members; over 150,000 daily sign-ups



MSNBC - #1 general news site 20 out of 27 months since launch; 8 million monthly visitors



MoneyCentral - #2 personal finance site; 4.7 million monthly users



CarPoint - #1 car buying site; \$450 million in cars sold through CarPoint affiliated dealers



Expedia - #2 travel site, over 5 million monthly users; #1 sales (\$10.5 million in weekly bookings)

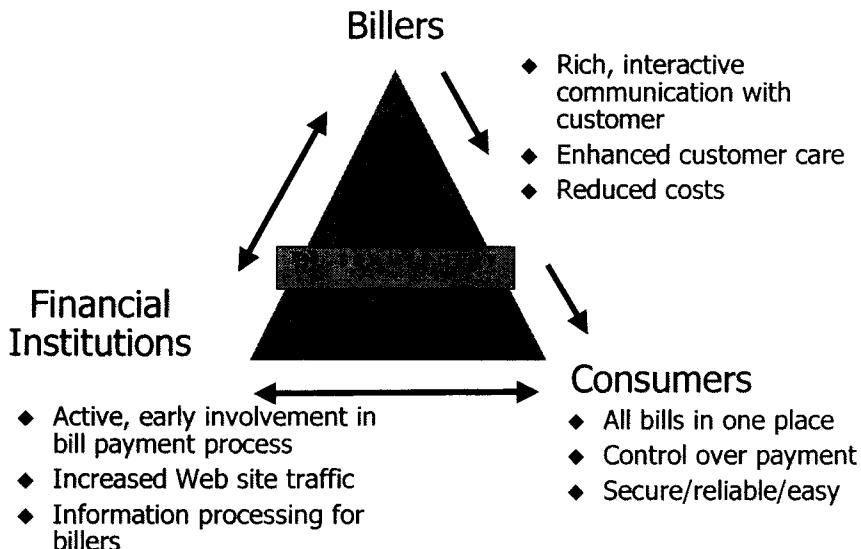


HomeAdvisor - #2 home buying guide; Voted #1 best new site on the year (PC Mag.)

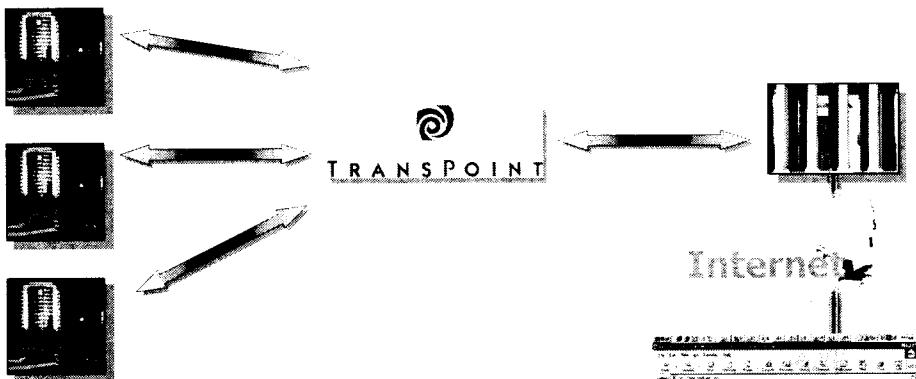


Gaming Zone - #2 with 4.0 million monthly users; peak 30,262 simultaneous gamers

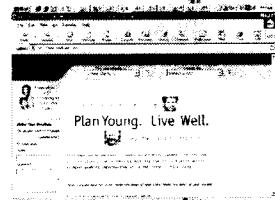
TransPoint Focus



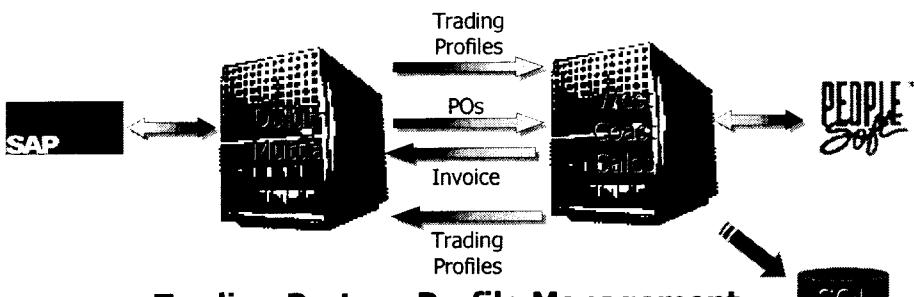
TransPoint Solution



- ◆ Joint Venture of Microsoft, FDC and Citigroup
- ◆ 100+ billers, financial institutions signed
- ◆ Available Today



BizTalk Server Capabilities



Trading Partner Profile Management *Business Desk (Profiles and Agreements)*

Application Integration

EDI interoperability, XML tools for mapping formats

- ◆ Automated document interchange
- ◆ *Content based routing, Digital Certificates (PKI)*

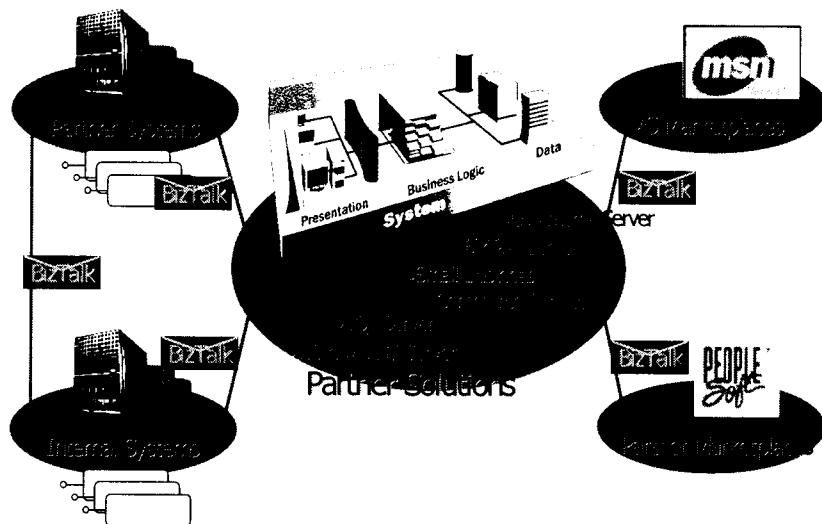
Rich Management and Analysis

Microsoft Commerce Strategy

Integrate

Build

Promote



2. 석유화학과 e-Commerce

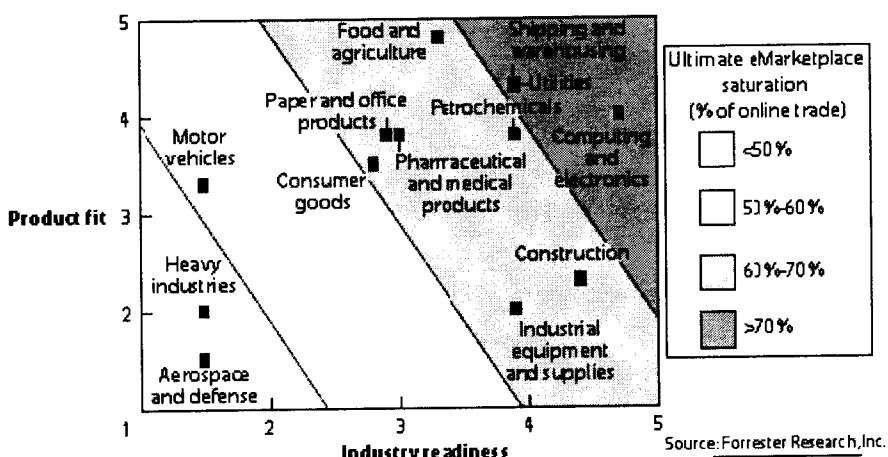
B2B E-Commerce in Petrochemical

	2000	2001	2002	2003	2004	% of total trade
Total [billions]	\$406.2	\$716.6	\$1,166.9	\$1,823.4	\$2,695.5	17%
Computing and electronics	\$230.2	\$343.3	\$427.3	\$506.2	\$592.9	40%
Motor vehicles	\$35.1	\$90.0	\$190.2	\$311.5	\$411.5	26%
Petrochemicals	\$27.0	\$53.9	\$103.2	\$184.5	\$299.2	17%
Utilities	\$29.9	\$56.5	\$101.3	\$170.1	\$266.4	17%
Paper and office products	\$14.4	\$33.7	\$73.9	\$143.5	\$235.3	24%
Consumer goods	\$13.2	\$28.1	\$58.5	\$116.5	\$216.5	13%
Food and agriculture	\$22.5	\$41.2	\$73.9	\$128.1	\$211.1	12%
Construction	\$6.3	\$15.1	\$34.6	\$74.2	\$141.0	10%
Pharmaceutical and medical products	\$4.3	\$10.7	\$26.2	\$60.2	\$124.0	14%
Industrial equipment and supplies	\$7.0	\$13.1	\$23.8	\$41.9	\$70.3	7%
Shipping and warehousing	\$4.6	\$10.5	\$22.4	\$42.5	\$68.1	20%
Aerospace and defense	\$9.1	\$15.8	\$23.1	\$29.0	\$32.9	15%
Heavy industries	\$2.6	\$4.8	\$8.6	\$15.3	\$26.5	3%

Totals may not equal sum of rows due to rounding

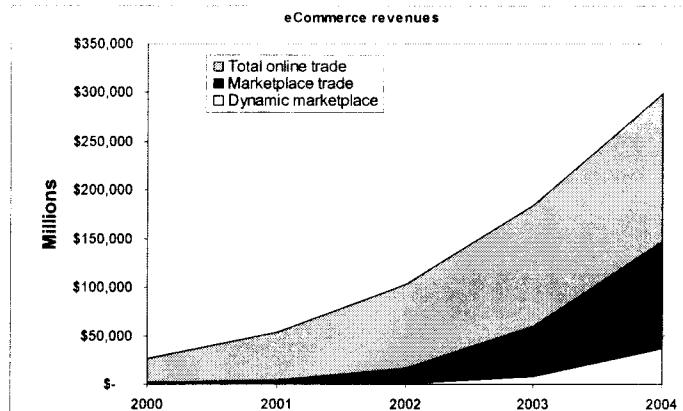
Source: Forrester Research, Inc.

e-Marketplace Opportunity Index



Source: Forrester Research, Inc.

PETROCHEMICALS



All numbers in millions

Summary of eCommerce revenues

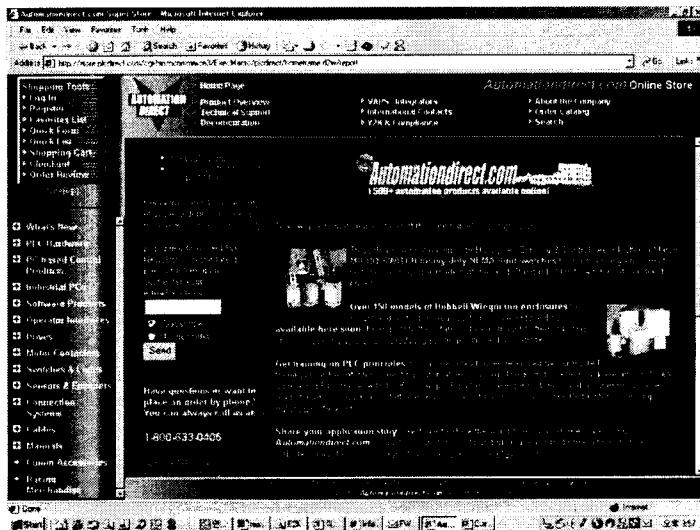
	2000	2001	2002	2003	2004
Total trade	\$ 1,383,479	\$ 1,469,985	\$ 1,561,899	\$ 1,659,561	\$ 1,763,329
Total online trade	\$ 26,966	\$ 53,899	\$ 103,234	\$ 184,518	\$ 299,185
Marketplace trade	\$ 1,639	\$ 3,665	\$ 16,951	\$ 59,849	\$ 147,135
Dynamic marketplace	\$ 24	\$ 118	\$ 1,170	\$ 8,329	\$ 37,039

Source: Forrester Research, Inc.

3. Case Study

3.1. Automationdirect.com

e-Commerce Example in PLCs



3.2. Mobil

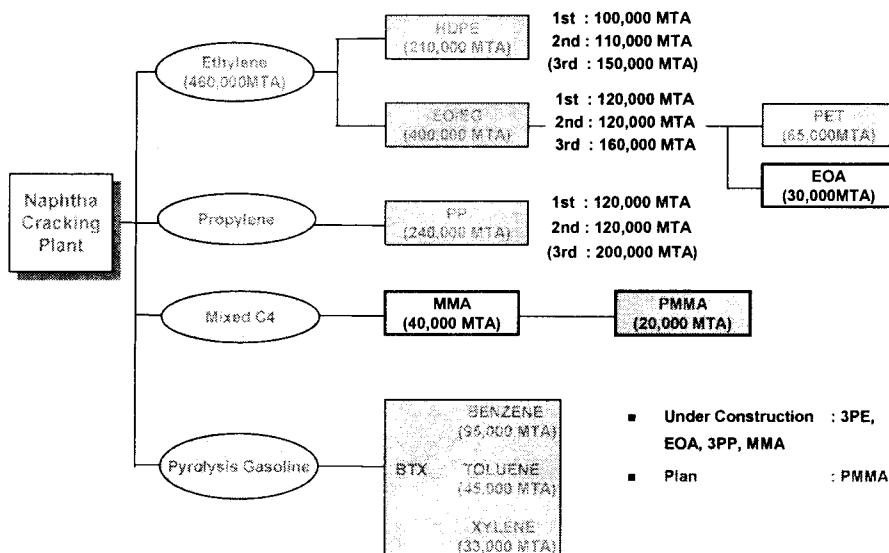
Mobil Electronic Billing

- Operations in more than 140 countries
- 7700 branded retail outlets in US
- 36 mil. Credit card statement, 167 mil. transactions each year
- 1994, Mobile outsourced card processing to lower costs
- 1996, company offered the ability to pay their bills over the internet, but no Mobil branding
- 1999, Mobil launch new Internet based bill payment service



3.3. Honam Petrochemical Corp.

Products



Management Renovation

BPR (Business Process Reengineering)

Sales Process	1994 ~ 1996
R & D Process	1997 ~ 1998
Accounting Process	1997 ~ 1998
Production Process	1997 ~ 1999

Quality & Environment

ISO 9001	1995. 8
ISO 14000	1995. 12

Downsizing of Computer System

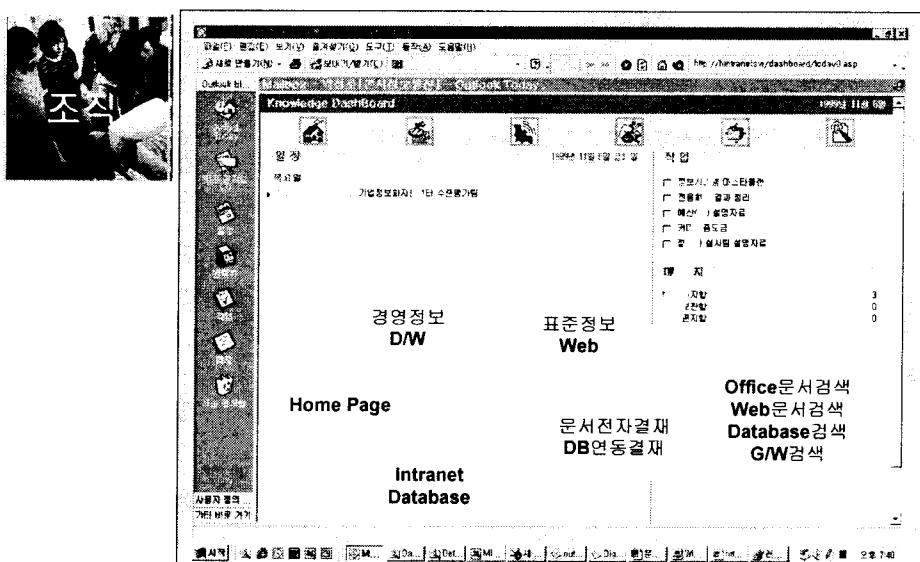
Client / Server System	1994 ~
Internet/Intranet	1997 ~

Knowledge Management 1998 ~

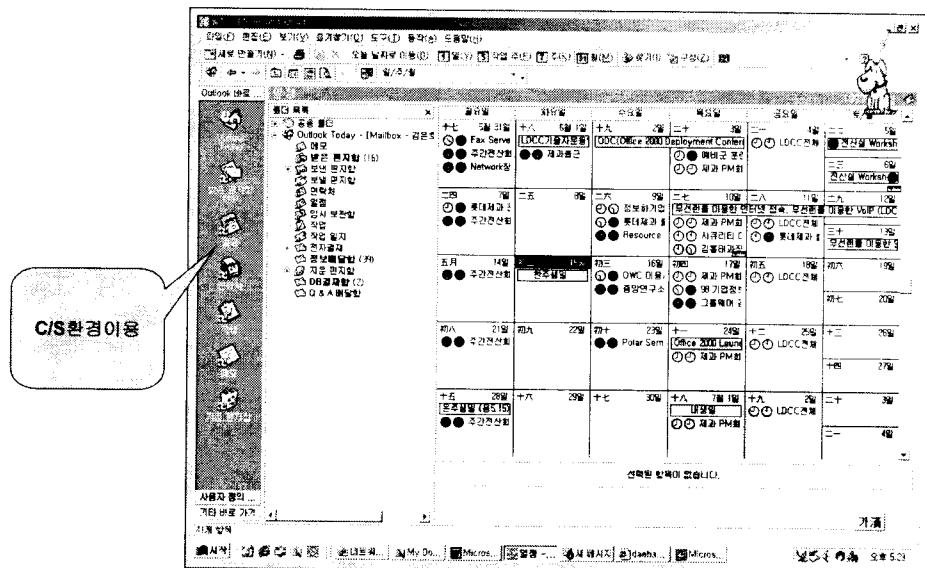
Information System Strategy



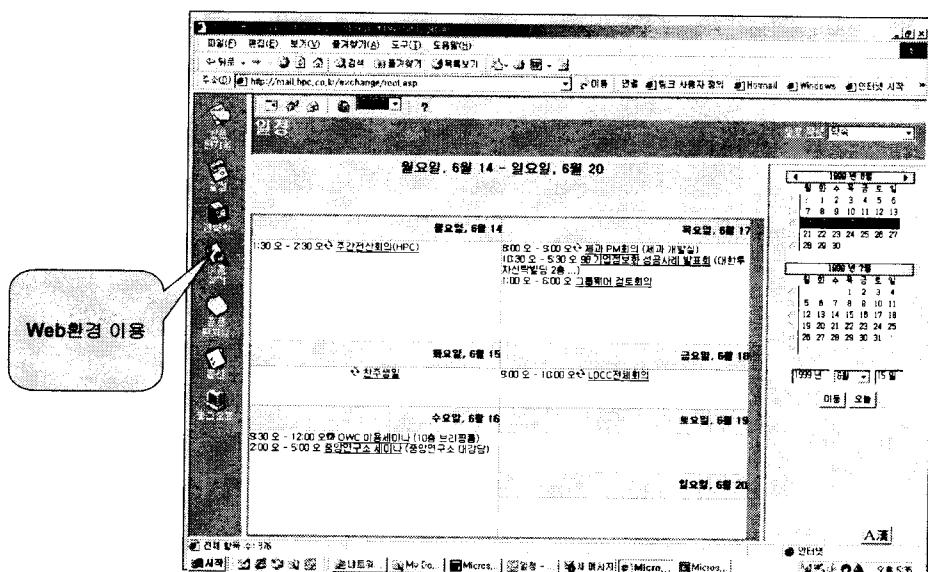
Demo – Portal Client



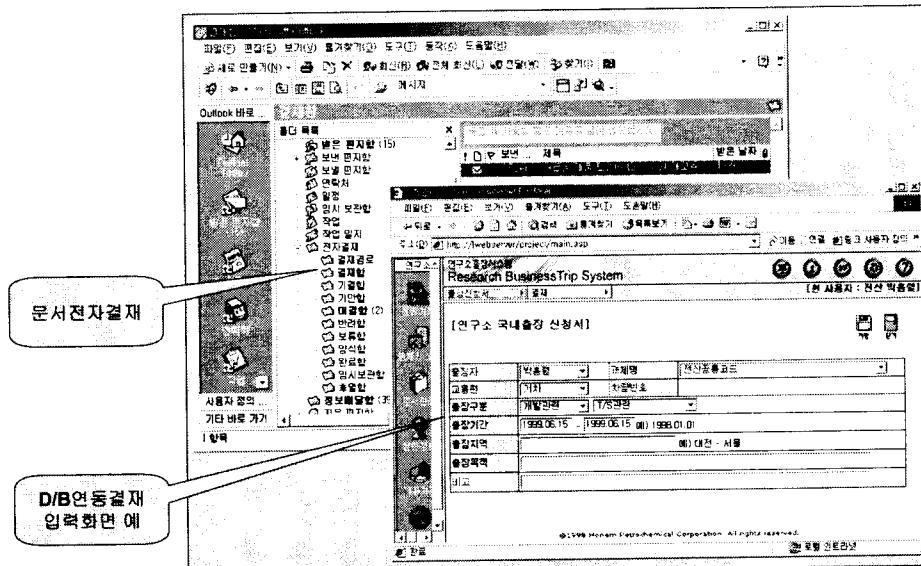
Demo – Portal Client : Collaboration



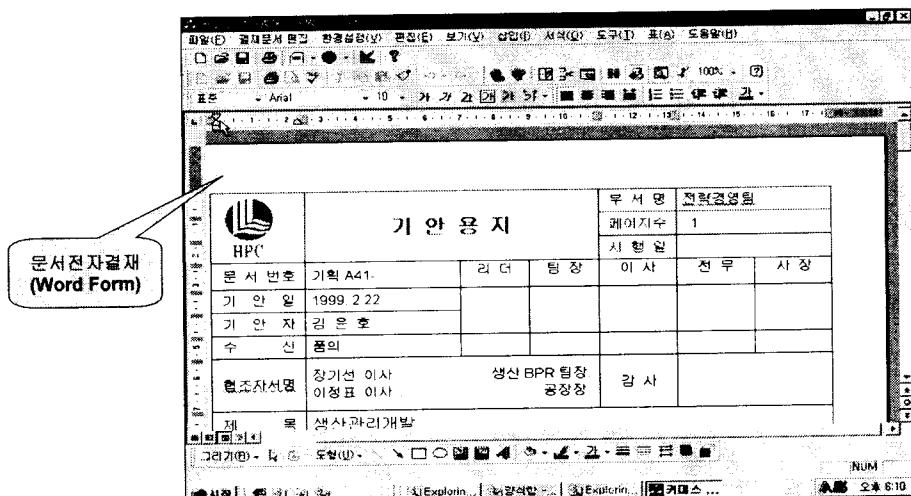
Demo – Portal Client : Collaboration



Demo – Portal Client :Workflow



Demo – Portal Client :Workflow:Word Form



Demo – Portal Client :Workflow:e-Form

작업명령서번호
19990216

요청자
인구설

작업구분
전급

기준검도
필요증명

요청일
1999-08-04

작업요청내용
기밀

기술검토사항
기술검토

결재상태
대기

승인
보류

기밀

Demo – Portal Client :Publish & Search

Office 문서 검색

Web 문서 검색

영업 관련 DB 검색

도서, 기행물 DB 검색

각종 개시 정보 검색

Demo – Portal Client : Publish & Search

The screenshot shows a web browser window titled "Knowledge Search". The URL is <http://www.hc.hc.co.kr/servlet/knowledge/search/searchResult.srf?uipn=C7C1NBSXF001000&categoryCodeMaster=N01401&imMa>. The search query is "차종차 부품(ASPIRE) INPANEL(LANOS) 내장재(전자용), 금형". The results list several parts, each with a thumbnail, name, and a brief description. A callout box labeled "Claim발생정보" points to the first result, which includes a detailed description of the part and its usage.

제품명	제작자	판매처
차종차 부품(ASPIRE) INPANEL(LANOS) 내장재(전자용), 금형	제작자: 대표자: 김민석 대표자: 김민석 주소: 서울특별시 강남구 테헤란로 120 사업자등록번호: 100-46-00000	판매처: 대표자: 김민석 대표자: 김민석 주소: 서울특별시 강남구 테헤란로 120 사업자등록번호: 100-46-00000

Demo – Portal Client : Publish & Search

The screenshot shows a web browser window titled "Knowledge Search". The URL is <http://www.hc.hc.co.kr/servlet/knowledge/search/searchResult.srf?uipn=C7C1NBSXF001000&categoryCodeMaster=N01401&imMa>. The search query is "차종차 부품(ASPIRE) INPANEL(LANOS) 내장재(전자용), 금형". The results list several parts, each with a thumbnail, name, and a brief description. A callout box labeled "고객정보" points to the first result, which includes a detailed description of the part and its usage. Another callout box labeled "고객사 인격사항" points to the second result, which includes a detailed description of the part and its usage. A third callout box labeled "방문보고서" points to the third result, which includes a detailed description of the part and its usage.

제품명	제작자	판매처
차종차 부품(ASPIRE) INPANEL(LANOS) 내장재(전자용), 금형	제작자: 대표자: 김민석 대표자: 김민석 주소: 서울특별시 강남구 테헤란로 120 사업자등록번호: 100-46-00000	판매처: 대표자: 김민석 대표자: 김민석 주소: 서울특별시 강남구 테헤란로 120 사업자등록번호: 100-46-00000

Demo – Portal Client :Publish & Search

Knowledge Search

(주)프라코

고객정보

대표자명	한종연
영업일	제수광업(당당)
설립자	유진희
종류	A
관계사	노후호환인호
증인수	300
총 CAPA(MT/월)	290
년간매출액(억원/년)	850
정보내역	제공발도각
설비 및 CAPA	사내기(550-2000) 120 차돌기 BUMPER(ASPIRE), INPANEL(LANOS), 내장재(전차종), 금형
주정신종	기타(6%) , 여우(40%) , 팔봉(15%) , 현대(5%)
비고	기타(6%) B-3(AVELLA 풋) BUMPER 개발중(GAS INJECTION 선행법)
주소1	02-8133-071
주소2	041-841-6840
구글링	마감후 90일 지기바로
창립일	1999.07.01

Demo – Portal Client :Publish & Search

Knowledge Search

CARNIVAL 내장재 CLAIM 건

Claim상세정보

작성자1	한종연 대리
작성자2	유진희
작성일자	1999.07.08
작성자	유진희
작성일자	1999.07.08

1. 발주 평가
기타(CARNIVAL 내장재의 HCA-352S-3572H(BEIGE) 성형품에 박화현실 발생하여 개선 및 LINE 내용 협의까지의 일정

2. 내용
기타(CARNIVAL 내장재의 HCA-352S-3572H에 대한 개선을 위해 HOMO PP 제외하고 RUBBER 2% 첨가하여 내선 금속류에 적용하는 설계
외장부분의 전면 설계를(PULLAR)는 미세미 안으로 구조문제에서 설계하는 DOOR TRIM, SLIDE DOOR TRIM 및 BACK DOOR TRIM에서 활용 발생
율감률 50%로 작업자 불안 불활용은 조별반원과 협상해 CLAIM 칠구시 금액이 물건으로 비상
현민 주제 결제 안정 또는 미분금 또는 RUBBER 미분산으로 추정
미구조 분석결과 TIO2 PEAK이 높아 미분산으로 추정
미래 76 분석환경에서 TWINN기체에서 작업해야 76 분석환경에서 TEST 실시할 예정

Demo – Portal Client :DataWarehouse

The screenshot shows a Windows application window titled "Report" with the sub-title "영업부서 경감자별". A large callout bubble points from the bottom left towards the top center of the grid. The grid displays various financial metrics for different sales departments (LOBs) across three time periods: 1월(1월), 2월(2월), and 3월(3월). The columns include Sales Dept (영업부서), Salesman (영업자), Sales Volume (판매액), Sales Margin (판매율), Total Sales (총판매액), Total Margin (총판매율), and Total Profit (총영업이익). The data shows significant fluctuations, particularly in sales volume and margin.

영업부서	영업자	1월(1월)	2월(2월)	3월(3월)	총판매액	총판매율	총영업이익	
영업부서 A	영업자 A	76,193	76,356	63,830	-7,133	-10%	-76,854	-10%
영업부서 B	영업자 B	58,798	61,274	60	58,798	-10%	-61,274	-10%
영업부서 C	영업자 C	81,516	76,791	84	-81,516	-8%	-76,791	-8%
영업부서 D	영업자 D	6,672	10,605	0	-6,672	-100%	-10,605	-100%
영업부서 E	영업자 E	255,952	244,259	0	-255,952	-100%	-244,259	-100%
영업부서 F	영업자 F	96,060	96,060	0	-96,060	-100%	-96,060	-100%
영업부서 G	영업자 G	156,111	159,853	0	-156,111	-100%	-159,853	-100%
영업부서 H	영업자 H	140	150	0	-140	-100%	-150	-100%
영업부서 I	영업자 I	77,317	91,730	0	-77,317	-100%	-91,730	-100%
영업부서 J	영업자 J	426	478	0	-426	-100%	-478	-100%
영업부서 K	영업자 K	313	323	0	-313	-100%	-323	-100%
영업부서 L	영업자 L	935	932	0	-935	-100%	-932	-100%
영업부서 M	영업자 M	3,078	2,955	0	-3,078	-100%	-2,955	-100%
영업부서 N	영업자 N	2,513	2,287	0	-2,513	-100%	-2,287	-100%
영업부서 O	영업자 O	1,261,850	1,052,830	0	-1,261,850	-100%	-1,052,830	-100%
영업부서 P	영업자 P	2,688,150	2,453,460	0	-2,688,150	-100%	-2,453,460	-100%

Demo – Portal Client :DataWarehouse

The screenshot shows a Windows application window titled "Report" with the sub-title "영업부서 경감자별". A large callout bubble points from the bottom left towards the top center of the grid. The grid displays financial data for sales departments (LOBs) across three time periods: 1월(1월), 2월(2월), and 3월(3월). The columns include Sales Dept (영업부서), Salesman (영업자), Sales Volume (판매액), Sales Margin (판매율), Total Sales (총판매액), Total Margin (총판매율), and Total Profit (총영업이익). The data shows significant fluctuations, particularly in sales volume and margin.

영업부서	영업자	1월(1월)	2월(2월)	3월(3월)	총판매액	총판매율	총영업이익	
영업부서 A	영업자 A	41,667,112	36,034,281	5,622,832	-15,634	-10%	-5,622,832	-10%
영업부서 B	영업자 B	68,297,354	77,708,581	-9,411,237	-12,3	-12,3	-9,411,237	-12,3
영업부서 C	영업자 C	49,896,137	39,201,173	10,693,964	27,3%	27,3%	10,693,964	27,3%
영업부서 D	영업자 D	159,852,804	152,944,035	6,908,569	4,5%	4,5%	6,908,569	4,5%
영업부서 E	영업자 E	159,852,604	152,944,035	6,908,569	4,5%	4,5%	6,908,569	4,5%
영업부서 F	영업자 F	6,060,282	10,387,845	4,327,573	4,327,573	4,327,573	4,327,573	4,327,573
영업부서 G	영업자 G	171,420,664	98,431,663	-72,989,001	-74,24	-74,24	-72,989,001	-74,24
영업부서 H	영업자 H	171,420,664	98,431,663	-72,989,001	-74,24	-74,24	-72,989,001	-74,24
영업부서 I	영업자 I	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 J	영업자 J	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 K	영업자 K	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 L	영업자 L	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 M	영업자 M	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 N	영업자 N	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 O	영업자 O	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75
영업부서 P	영업자 P	91,039,218	76,196,096	20,276,312	28,75	28,75	20,276,312	28,75

Demo – Portal Client : DataWarehouse

The screenshot shows a web-based chart service interface. At the top, there's a menu bar with Korean text like 'File', 'Edit', 'View', etc. Below the menu is a toolbar with icons for 'Report', 'Chart', 'List', and 'Table'. A sub-menu for 'Report' is open, showing options like 'Report', 'Chart', 'List', and 'Table'. The main area displays a bar chart titled '경찰서 경영실적' (Police Station Management Performance) for the year 1998. The Y-axis represents values from 0 to 10,240,000. The X-axis categories are '경찰서', '경찰서별', '경찰서별', '경찰서별', '경찰서별', and '경찰서별'. A legend at the bottom indicates that the bars represent '경찰서별' data. The bottom of the screen shows a standard Windows-style taskbar with various application icons.

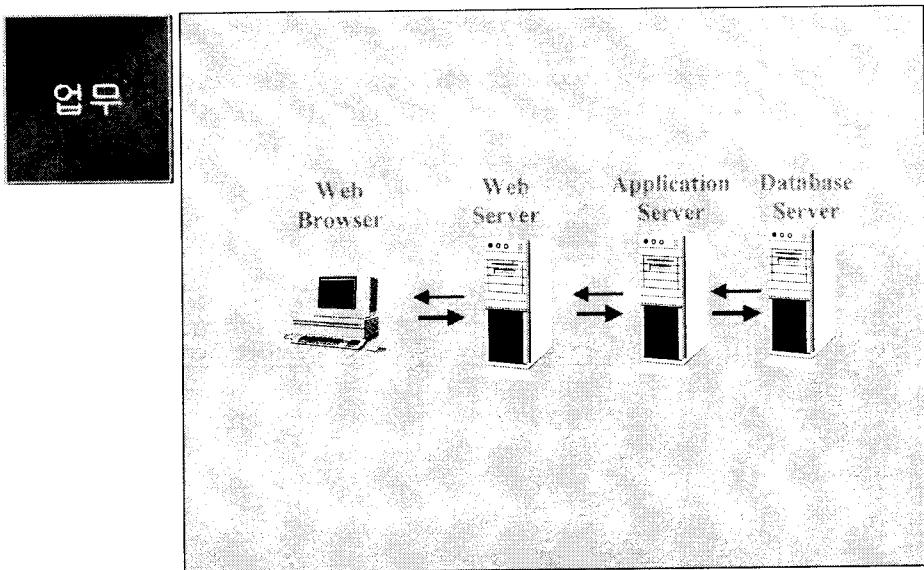
OLAP Client:
Chart Service

Demo – Portal Client : Push

This screenshot shows a push-based portal client interface. On the left, there's a sidebar with a tree view of news categories: '국내 뉴스' (Domestic News), '국제 뉴스' (International News), '정치' (Politics), '경제' (Economy), '사회' (Society), '문화' (Culture), '과학' (Science), 'IT' (Information Technology), '여행' (Travel), and '생활' (Life). The main content area has two main sections. The top section is a 'Latest News' feed with several news items listed. One item is highlighted with a yellow background: '한국정보통신부 신규 사업증보(인구증보) 액내-기본이용 협약체결' (Korean Ministry of Information and Communications New Business Launch (Population Increase) Agreement Signed). The bottom section is a detailed view of this news item, showing its title, author ('Hyun Shin'), date ('1998/05/08'), and content summary. The content summary discusses the launch of new services for population increase and basic usage.

신규정보배달

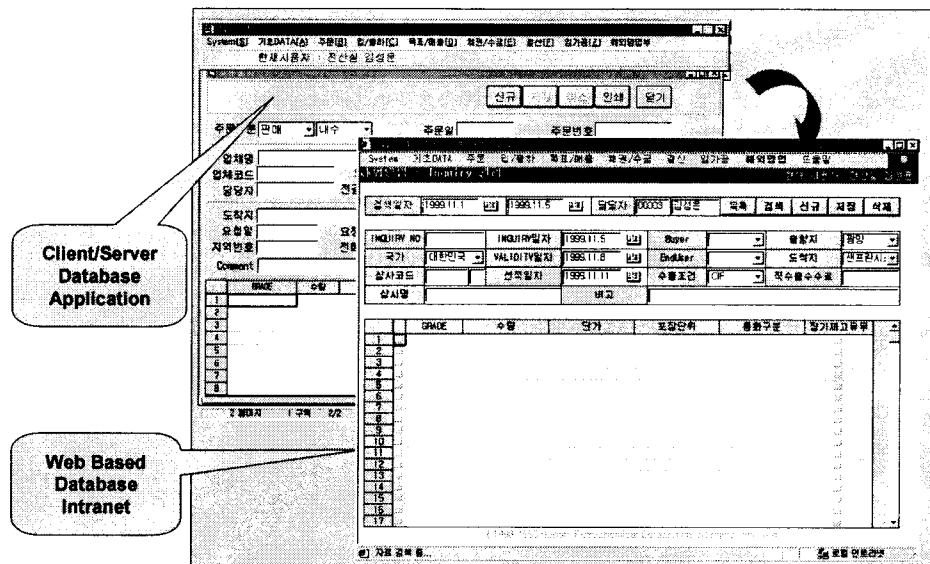
Demo – Web Based n-tier DB Application



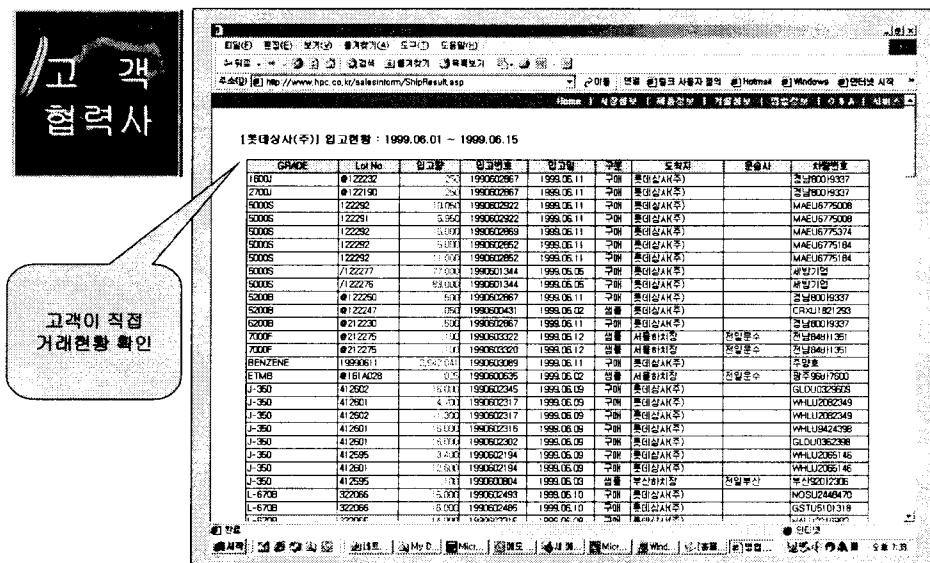
Demo – Web Based n-tier DB Application

The screenshot shows a web browser displaying a Project Management System. The left side features a navigation menu with Korean labels such as '연구소 Intranet Main Menu' and '연구 Project 관리시스템'. The main content area shows a hierarchical tree view of project groups like 'Project Management System', 'Project A', 'Project B', and 'Project C'. To the right, there are two tables: one for 'Project List' and another for 'Activity List'. The 'Project List' table includes columns for 'Project ID', 'Project Name', 'Manager', 'Status', and 'Last Update'. The 'Activity List' table shows tasks with details like 'Title', 'Due Date', 'Status', and 'Progress'. A footer at the bottom right indicates '©1998 Hyundai Petrochemical Corporation. All rights reserved.'

Demo – from C/S system to Intranet



Demo – Web Based n-tier DB Application



Demo – Web Based n-tier DB Application

The screenshot shows a Microsoft Internet Explorer browser window displaying a product specification sheet. The title bar reads "품질검사표" (Quality Inspection Form). The page header includes the URL "http://www.hpc.co.kr/salesinfo/Q/Result.asp". The main content area is titled "품질 검사 표" (Quality Inspection Form) and contains a table of product specifications. A callout bubble on the left side points to the table with the text "고객이 구매한 제품의 품질 확인" (Quality check of the product purchased by the customer).

제품명	HIVOREX	Lot No	50005		
GRADE	1Z2Z92	검사일	1999.06.09		
검사항목	시험방법	단위	규격치	측정치	판정
MFR	ASTM D-1238	g/min	0.80-1.10	0.99	합격
COLOR	HPC METHOD	-	NORMAL	NORMAL	합격
APPEARANCE	HPC METHOD	-	NORMAL	NORMAL	합격
DENSITY	ASTM D-1505	g/cc	0.951-0.956	0.954	합격

For More Information....

Contact :

김 은 호 차장

마이크로소프트 컨설팅사업부

Tel. 02-531-4992

e-mail : eunhokim@microsoft.com